

Message Text

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PAGE 01 TEL AV 04616 060927Z

21

ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 COME-00 /030 W

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R 060627Z JUL 76

FM AMEMBASSY TEL AVIV

TO SECSTATE WASHDC 2143

INFO AMEMBASSY TEHRAN

AMEMBASSY ANKARA

UNCLAS TEL AVIV 4616

PASS COMMERCE

E.O. 11652: N/A

TAGS: BEXP, IS

SUBJECT: FY 1978 USDOC/CAGNE TRADE PROMOTION PROGRAM

REF: (A) STATE 138618, (B) TEL AVIV 2497

RATIONALE FOR FOLLOWING THEMES IN FY'78 PROMOTION SCHEDULE PROVIDED
IN REFTEL (B). NOTE THAT LOCAL TRADE FAIR AUTHORITIES DO NOT YET
HAVE SPECIFIC DATES FOR EVENTS FOR PERIOD IN QUESTION:

1. COMMUNICATIONS AND TELECOMMUNICATIONS EQUIPMENT: EMBASSY
SUGGESTS MINI TRADE SHOW ON THIS THEME IN MARCH 1978.

THERE IS NEED FOR CONTRACTED MARKET RESEARCH.

2. ENERGY SYSTEMS: TECHNICAL SALES

SEMINAR IN NOVEMBER 1977 WOULD BE APPROPRIATE VEHICLE FOR PRO-
MOTION OF THIS THEME. EMBASSY WILLING TO CONDUCT MARKET RESEARCH.

3. PRINTING AND GRAPHIC ARTS/BUSINESS EQUIPMENT AND SYSTEMS:
BOTH THEMES CAN BE PROMOTED SIMULTANEOUSLY BY PARTICIPATION
IN "TIMPRINT" INTERNATIONAL TRADE SHOW WHICH SHOULD TAKE PLACE IN
TEL AVIV AROUND MAY 1978. EMBASSY WILLING TO CONDUCT BRIEF
UPDATES OF PREVIOUS DESK STUDIES.

4. MEDICAL EQUIPMENT: MOST EFFECTIVE WAY TO PROMOTE WOULD BE
THROUGH TEL AVIV "EXPO-MED" INTERNATIONAL TRADE SHOW WHICH
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MAY TAKE PLACE IN SEPTEMBER 1978. AS ALTERNATIVE, PROPOSE

CATALOGUE SHOW IN JULY 1978. MARKET RESEARCH ON MEDICAL
EQUIPMENT CURRENTLY BEING UNDERTAKEN BY EMBASSY.
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Message Attributes

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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
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Disposition Reason:
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